

**SKILLS FRAMEWORK FOR FOOD MANUFACTURING
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Export Market Development					
TSC	International Marketing Programmes Management					
TSC Description	Research, implement international marketing programmes and formulate international marketing objectives to determine key performance indicators to meet organisational requirements					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			FMF-EXM-3001-1.1	FMF-EXM-4001-1.1	FMF-EXM-5001-1.1	
			Conduct research on international marketing opportunities, global market trends and developments	Implement international marketing programme	Develop international marketing programme strategies	
Knowledge			<ul style="list-style-type: none"> International marketing programmes implementation plans Key performance indicators for international marketing programmes implementation 	<ul style="list-style-type: none"> Trends of international marketing programmes International marketing programmes implementation plans Key performance indicators for international marketing programmes implementation 	<ul style="list-style-type: none"> Marketing strategies Objectives of international marketing programmes Trends of international marketing programmes Impact of social and cultural factors on international marketing efforts and approaches Dimensions for measuring marketing programmes effectiveness Implications of budgets on international marketing programmes Key performance indicators (KPI) for international marketing programmes implementation Programme evaluation tools and methods 	
Abilities			<ul style="list-style-type: none"> Conduct research on international marketing opportunities and global market trends Implement international marketing programmes Carry out tasks that support the evaluation of options for international marketing programmes 	<ul style="list-style-type: none"> Analyse global market trends and developments in international marketing programmes international marketing programmes Report research findings to support development of Implement international marketing programmes 	<ul style="list-style-type: none"> Plan schedule and resources according to international marketing programmes' requirements Guide development of international marketing programmes mechanics Monitor global market trends and developments 	

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				<ul style="list-style-type: none"> • Evaluate options for international marketing programmes • Identify and analyse customer responses and other key factors that impact international marketing programmes • Conduct pre-campaign testing plans • Analyse evaluation data to develop and document recommendations for improvement in future international marketing programmes 	<p>to forecast international business opportunities</p> <ul style="list-style-type: none"> • Identify viable international marketing opportunities to define international marketing programmes objectives • Develop detailed plans for international marketing programmes implementation • Oversee international marketing programmes to meet performance measures, KPI and legal and ethical requirements • Evaluate the effectiveness of international marketing programmes 	
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